

## Staff Summary Report



**Council Meeting Date:** 07-22-08

**Agenda Item Number:** \_\_\_\_\_

**SUBJECT:** Request approval of the Sponsorship Review Commission recommendations for fiscal year 2008/2009.

**DOCUMENT NAME:** 20080722prtd01 **COMMUNITY SERVICE ADM (0701-01)**

**SUPPORTING DOCS:** No

**COMMENTS:** Total recommended allocations are \$91,000 in both cash and in-kind sponsorship.

**PREPARED BY:** Travis Dray, Parks and Recreation Deputy Director, 480-350-5182

**REVIEWED BY:** Mark Richwine, Parks and Recreation Manager, 480-350-5325  
Stephanie Nowack, President Tempe Visitor and Convention Bureau

**FISCAL NOTE:** The annual combined budget for sponsorship of events is \$114,000, with The City of Tempe contributing \$57,000 to the commission. The commission is recommending allocating up to \$91,000 to apply to the thirty-one events that have applied. The remaining funds will be used as bid money to create partnerships with new events and organizations.

**RECOMMENDATION:** Staff recommends approval of the events and allocations as recommended by the Sponsorship Review Commission.

**ADDITIONAL INFO:** The City of Tempe and the Tempe Visitor and Convention Bureau created the Sponsorship Review Commission to expand the partnership by working together to establish a sponsorship process that is jointly funded by both organizations. The recommended sponsorship funds have been approved by the TCVB board of directors. Events are encouraged to create community pride, provide economic impact, exposure through marketing, and have a charitable component.

## Sponsorship Review Commission Recommendations

	Grant Monies Recommended by Committee 2008-2009		
5K for JA	\$2,500.00		
Arizona Aloha Festival	7,500.00		
Asha Kids Walkathon	500.00		
Champ Boats	6,000.00		
Chances for Children Triathlon	1,000.00		
AZ Dragon Boat Festival	3,000.00		
Tempe Empty Bowls	2,000.00		
"Just for Kids' Fishing Festival	600.00		
Frank Kush Fun Run	2,300.00		
JDRF Walk to Cure Diabetes	2,500.00		
NAMI AZ Walk	4,000.00		
Nike Regional Championships	4,000.00		
if 600-799 room nights in Tempe		6,000.00	
if 799-999 room nights in Tempe		8,000.00	
if 1000 plus room nights in Tempe		10,000.00	
TTL Outrigger Canoe Regatta	1,000.00		
Pancreatic Research Walk	500.00		
Pat's Run	5,000.00		
PetWalk by PetSmart	2,500.00		
Relay for Life	1,000.00		
Rotary River Rally	4,500.00		
Salsa Challenge	6,000.00		
AZ Senior Olympics Rowing	1,000.00		
SheROX	3,000.00		
Special Olympics Summer Games	4,000.00		
if 600-799 room nights in Tempe		6,000.00	
if 799-999 room nights in Tempe		8,000.00	
if 1000 or over room nights in Tempe		10,000.00	
Splash n Dash - Fall Series	750.00		
Splash n Dash - Spring Series	750.00		
Taste of Greece	6,000.00		
Tempe High Homecoming Parade	400.00		
Tempe International Triathlon	1,500.00		
Tempe Youth Showcase	1,750.00		
TTL Regattas			
Hot Head Regatta	750.00		
Desert Sprints Regatta	750.00		
AZ Junior Rowing Champs	750.00		
Veteran's Day Parade	1,200.00	and city services	
Total	\$91,000.00		